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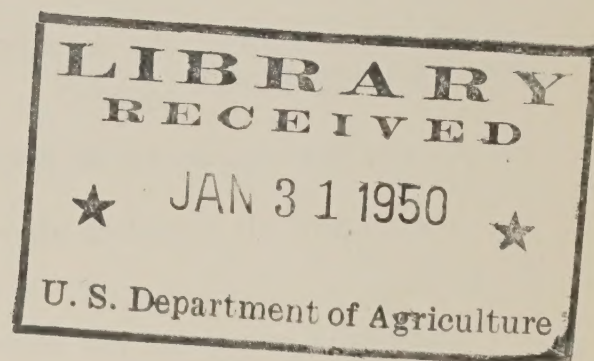
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1949-1950 SPECIALIST'S WHOLESALE CATALOGUE

Fuchsias



Geraniums

Delargoniums

SCHMIDT NURSERY

308 CHESTNUT AVENUE

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PALO ALTO, CALIFORNIA

... before ordering

please read these **TERMS OF SALE:**

Orders for all stock offered in this Wholesale Catalogue are being booked now. All orders are promptly confirmed, but are accepted subject to cancellation in case of crop failures and other conditions beyond our control.

No orders shipped that total less than \$5.00. NOT LESS THAN FIVE PLANTS OF A VARIETY AT WHOLESALE PRICES.

This catalogue cancels all previous issues.

We do not sell rooted or unrooted cuttings, but only well grown and established plants in pots.

Ordinarily our terms are cash with order, but you may pay at delivery time, or make other arrangements.

All prices F.O.B. Palo Alto. No charge for packing.

Since Railway Express rates are so high, we suggest shipment by Parcel Post and Special Delivery, or Special Handling, whichever applies. However, please so indicate on your order, if you want us to ship to you by Railway Express.

We are NOT responsible for the safe arrival of plants after they have been accepted in good order by the carrier. CLAIMS FOR DAMAGE IN TRANSIT (frozen plants, etc.) SHOULD BE FILED WITH THE CARRIER ON DELIVERY.

Orders will be shipped when plants are ready and, depending on the stock, that will be in late winter or early spring. However, please indicate on your order when you would like to have the plants and we will let you know at once what we can do.

All stock is labeled, true to name as given in this catalogue.

We **never substitute** if sold out of a variety you have ordered and so suggest you PLEASE GIVE A SECOND CHOICE WHENEVER POSSIBLE.

For years we have successfully shipped to distant places. In 1949 many thousands of plants—expertly packed—left our nursery and safely reached customers in many states, as far from Palo Alto as Maine and Florida, also Canada, the Canal Zone, the Territory of Hawaii and New Zealand.

Last year we enlarged our growing facilities by erecting two glasshouses and this year we are adding an office, storage rooms and a modern lathhouse—all to get out more plants. But the demand for our specialties continues to increase, too, and so we always seem to be short of stock, particularly in early spring. This year, as in past years, we had to return many late orders (including good sized checks). So we urge you to **GET YOUR ORDER IN EARLY**, as we file and ship them in rotation as per dates received.

Visitors Please Note: We are CLOSED MONDAYS and on the following holidays: New Year, Easter, Memorial Day, July 4th, Thanksgiving and Christmas.

We are OPEN ALL OTHER DAYS, INCLUDING SUNDAYS, from 8 a. m. to noon and 1 to 5 p. m.

FUCHSIAS

Please note that our fuchsias offered at wholesale are well-rooted plants grown in 2½" pots (not 2" or 2¼" pots, but 2½" pots). It costs us more in time, materials and space to raise and ship 2½" stock, but it pays. When they reach you, our 2½" pot plants are ready for 4" or larger pots. They are stronger, better grown plants that come along faster and sell earlier.

Our fuchsia plants are clean. No cyclamen mites, two-spotted mites, red spiders, white flies, mealy bugs or other bugs on the stock we ship. We use the latest specific insecticides, properly applied. This refers not only to fuchsias, but to other plants listed here—all from 2½" pots and all clean stock.

Most of the plants we raise are grown for regular yearly repeat orders from well known nurseries on the coast. If you want to see why, we suggest you mail us a trial order. Just a small order—the minimum \$5.00 worth. Chances are good that you will order again THIS season.

1950 INTRODUCTIONS BY HODGES AND TIRET

Mr. and Mrs. Raymond Hodges of Pacific Grove have again appointed us as their exclusive wholesale grower and distributor, and we are equally pleased to be able to offer the new fuchsias of Mr. Horace M. Tired of San Francisco.

We are listing their new seedlings alphabetically in order to make it easier to compare them by description.

Merle and Ray Hodges raise their new fuchsias in their well known Pacific Grove Fuchsia Gardens, from where the 1949 varieties Junior Miss, Oregon Trail and Puget Sound originated.

Horace Tired is, of course, already well known for his introductions of former years, such as Rubeo, Santa Cruz, Jack Shahan and Yuletide; not to forget his new ones of the 1949 season we just mention two—Bouffant and Moth Blue.

Price Schedule is at end of descriptions, next page.

BLUE BONNET (Hodges)—Large single, flaring, corolla light at base, deepening to purple-blue, prominently veined red. Medium tube and long, broad, upturned sepals bright red. As the flower matures the petals open flat. Of vigorous growth and free blooming. Beautifully displayed in a hanging basket at the Hodges' famous fuchsia garden.

DON PERALTA (Tired)—Very large flower, varies from single to double, usually semi-double corolla, with a long tube and long spreading sepals. Coloring much like the variety Anna. However, Don Peralta is a vigorous grower and should prove to be an excellent upright growing fuchsia, specially for the warmer sections—it has done very well with us in warm Palo Alto.

DU BARRY (Tired)Patent applied for.—Double corolla changes from purple to fuchsin, with smaller outside petals either entirely flesh pink, or heavily marbled with that color. Tube and broad, reflexed, sepals softest pink. Strong upright grower with leathery leaves and large flowers of distinct coloring.

LA BIANCA (Tiret) Patent applied for.—Single corolla white, short tube and long upturned sepals white, tipped green. Medium growth, deep green foliage, may be good in a hanging basket. Medium large, well shaped flowers are quite heat-tolerant and may, at times, have a slight pink flush on the tube and at the base of sepals and petals. The first "all-white" single fuchsia.

MAXINE ELIZABETH (Tiret)—Single bell-shaped corolla near-white at very base, deepening to rose red toward orange-flushed petal edges. Thick waxy tube; broad and long, upturned, sepals of heavy substance, flushed pink on outside, salmon pink on inside. Strong upright grower with masses of large flowers. Showy, glowing color—stands full sun in the fog belt and is heat-tolerant in warmer sections.

MERLE HODGES (Hodges)—Double large fluffy corolla soft powder blue, lightly veined and outside petals flushed fuchsia pink. Some of the petals are scalloped. Medium tube and broad, upturned sepals are rosy red. Low, spreading bush or best displayed, as at Pacific Grove, in a hanging basket. Mr. and Mrs. Hodges consider this to be their finest variety. Best in the fog belt or during cool months in warmer sections.

MISS CALIFORNIA (Hodges)—Single to semi-double white, faintest pink glow inside corolla, light pink veining near base of petals. Short tube and broad, long pointed upturned sepals medium pink, shaded deeper pink. While there are a number of pink-and-white fuchsias in commerce, Miss California will top most of them, with its beautiful two-toned pink buds and great abundance of medium large flowers. Creates a marvelous display in a hanging basket, as shown by the Hodges in Pacific Grove.

SWINGTIME (Tiret)—Double corolla milky white, slight pink veining at base of petals. Tube and short, upturned sepals shiny red, inside of sepals rose red and of crepe texture. Good grower of branching habit, early and free blooming, with large flowers having a prominent, spreading corolla. Should be one of the top hanging basket fuchsias as Swingtime has performed excellently in our warm Palo Alto climate.

Please note that we cannot accept your order for any of above described 1950 Fuchsia Introductions unless your order is accompanied by a signed Propagating Agreement. For your convenience a copy of it, printed on yellow paper, has been inserted in this catalogue.

WHOLESALE PRICES for BLUE BONNET, DON PERALTA, DU BARRY, LA BIANCA, MAXINE ELIZABETH, MERLE HODGES, MISS CALIFORNIA and SWINGTIME, strong plants grown in 2½" pots:

5 plants of one variety.....	each 45c
10 plants of one variety.....	each 40c
25 or more of one variety.....	each 35c

Established **minimum** RETAIL PRICE for Blue Bonnet, Don Peralta, Du Barry, La Bianca, Maxine Elizabeth, Merle Hodges, Miss California and Swingtime for the entire year of 1950 is **\$1.00** each.

GENERAL COLLECTION

INCLUDING 1949 INTRODUCTIONS

Upright growing varieties listed alphabetically. Hanging-pot or trailing fuchsias listed as a group on page 8.

Please note that whenever the term "heat-tolerant" is used in a description, it does **not** mean that the particular variety may be planted in full sun. It may stand full sun in the fog belt, but must be planted, as are other fuchsias, in part shade in the warmer sections—then the flowers will be tolerant to hot weather.

Strong 2½" pot plants 15c each except where otherwise noted.

ANNA—Very large double, rose madder and carmine. Try it in a hanging basket, too. Absolutely tops—a best seller in all fuchsia-growing sections. **17½c.**

CALIFORNIA—Single orange, coral pink sepals. Tall, stands sunnier location.

CHANG—Single brilliant orange; flesh sepals flushed red. Strong upright grower, free bloomer. Good seller. **17½c.**

CLAIR DE LUNE—Single orange-salmon corolla, long tube and short green tipped sepals palest salmon. Luxurious foliage, likes the warmer climate. **17½c.**

CLARION—1949 introduction. Double purplish rose-red, upturned sepals red. Bushy, medium high growth. Fine in warmer sections. **20c.**

COLOMBINE—1949 introduction. Double spreading corolla rhodamine purple, tube and upturned sepals white. Medium sized flowers of good contrast coloring. **20c.**

COLUMBIA (Niederholzer)—A sport of the famous America, identical in growth and flower except that in Columbia the outside of the sepals is just slightly flushed pink and the long tube is white. This creates a well shaped flower of beautiful contrast in color, very showy in a hanging basket.

This is not a 1950 introduction since the late Mr. Niederholzer had given cuttings of Columbia to several friends. However, it has not been available commercially and so now through the courtesy of Mr. and Mrs. Ray Hodges we are able to supply it at wholesale.

5 plants each **45c**; 10 plants each **40c**, and 25 or more plants each **35c**. Minimum RETAIL price for the entire year of 1950 is **\$1.00** each.

COUNTESS OF ABERDEEN—Single waxy white to palest pink. Compact growing and one of the most admired smaller fuchsias. **20c.**

CREOLE—1949 introduction. Single to double purple maroon and oxblood red, long tube and long sepals shiny crimson. Upright, rather thin stemmed. **20c.**

CRESCENDO—Double peony purple and turkey red, sepals red. Medium growth—brilliant coloring.

DISPLAY—Single pink, saucer-shaped corolla. Medium bushy growth, very free blooming. Top garden fuchsia.

DON PERALTA, described on page 3.

DR. JULES WELCH—Double blue-violet, outer petals all pink or marbled; short, broad sepals deep pink. Vigorous, medium high, bushy grower with good sized flowers. Stands considerable heat, even sun, in warmer sections. Very promising. **17½c.**

DU BARRY, described on page 3.

ELKHORN—Double orchid pink, veined rose, petals scalloped. Upturned sepals crimson. Strong upright grower. **17½c.**

ESTRELLITA (Tiret)—A new single white, lightest pink veining at base of petals. Medium sized flowers feature a long, tight corolla and long pink sepals that curve up beautifully. Good pot plant of moderate growth and plenty of flowers—does well in warmer sections. **25c.**

FASCINATION—Large double pink, deep pink sepals. One of the finest in cooler climate.

FLIRTATION—Double delicate orchid, light pink sepals. Medium strong growth, floriferous. Very fine in the cool coastal sections. **17½c.**

FLYING CLOUD (Patent pending)—1949 introduction. Semi double to double white, slight pink flush at base of petals, tube and long spreading sepals white, tipped green. Good grower, even outside the fog belt, but as is the case with other "all-whites," the flowers do not hold up well during hot weather. Needs a cool location. Easily flowered in pots—a good seller. Under li-

- cense with the patentee we grow our own plants of Flying Cloud. **35c.** (Minimum retail price for 1950 is **\$1.00** each).
- GAY SENORITA**—Single bell-shaped corolla lilac flushed rose, long sepals rose red. Large flower, very free flowering. Popular variety.
- G. MONK**—Double blue, sepals rose. Low and bushy.
- GYPSY QUEEN**—Double rosy mauve, sepals deep red. Upright grower with enormous flowers. Can't be surpassed—tops everywhere.
- HERON**—Single blue-purple, broad sepals deep red. Strong upright grower, large flowers freely produced. The best in this class.
- HOLLYDALE**—Double cattleya orchid, rosy sepals. Bushy grower, free blooming. One of the very best, specially for pots.
- HONEYMOON**—Double spreading corolla beautiful deep blue, red sepals. Large, free blooming. One of the top sellers. **17½c.**
- JACK SHAHAN**—Single, entire flower shades of light rose bengal. Strong willowy grower, large flower. Quite heat-tolerant. **17½c.**
- JOAN OF ARC**—Double white. Taller, looser growth, and flower considered finer than Ave Maria. For the cool coastal climate. **17½c.**
- JUNIOR MISS**—1949 introduction. Double blue-mauve, shorter outside petals splashed fuchsia pink. Broad sepals deep red. Upright grower, good sized flowers, blooms abundantly where it is warm. **20c.**
- LA BIANCA**, described on page 4.
- LORD BYRON**—Single corolla almost black, scarlet sepals. Bushy plant, free blooming. One of the best for pots.
- LUCKY STRIKE**—Double blue and purple, splashed flesh pink, sepals pink. Strong bushy growth, free flowering. One of the most striking and popular.
- MAXINE ELIZABETH**, described on page 4.
- MELODY**—Beautiful single pale rosy lilac, upturned sepals palest rose. Strong branching growth, large flowers, free blooming. Tops in any climate.
- MOTH BLUE**—1949 introduction. Double corolla a beautiful shade of deep lilac blue, short tube and long, broad, upturned sepals deep red—inside of sepals of crepe texture. Plant of medium vigor and spreading habit; beautiful as a hanging basket variety. Very large well-shaped flowers produced in succession, even in the "hot country." **20c.**
- MRS. DESMOND**—Double "smoky" lilac, sepals rose red. Good grower, large flowers. One of the best.
- MRS. W. P. WOOD**—A new hybrid imported from England by Victor Reiter. Similar in all respects to Fuchsia Molinae (*F. macrostemma alba*) except the flowers are larger. Does well in Palo Alto. **20c.**
- NEW FASCINATION**—Double spreading corolla soft pink, sepals red. Strong upright grower, large flowers.
- OREGON TRAIL**—1949 introduction. Single hoop-skirt corolla opens to flat saucer-shape (best during cool months), light amparo-purple, veined rose red. Upturned sepals crimson. Moderate upright grower, early and very free blooming. **20c.**
- OTHERFELLOW**—Single, deepening from near-white at base to coral pink at petal edges; tube and short green-tipped sepals are waxy white. Strong upright grower, very free blooming. It's cute. **17½c.**
- PAN AMERICA**—Double palest pink, red sepals. Tall, loose, grower, very largest flowers.
- PATTY EVANS**—Double white, sepals white, tinted soft rose or pink. Vigorous, large flowers, blooms freely. Absolutely tops everywhere.
- PHENOMENAL**—Double plum purple, sepals bright scarlet. Finest for garden display.
- PINK BALLOON**—Double fluffy corolla white, sepals rose. Blooms freely, very large flowers.
- RADIANCE**—Semi double corolla varies, tyrian rose to red, sepals pink. Masses of bloom—stands heat.
- REGAL**—Resembles the variety Cardinal, but is a longer flower and a better all-red. Tall upright grower, good as a climber, heat-tolerant. **17½c.**
- REITER'S GIANT**—Double petunia purple, carmine sepals. Free flowering for such a very large flower.
- ROSEMARYE**—Semi double corolla pale violet blue, upturned sepals flesh pink. Medium sized flowers in profusion. Good for pots.
- ROSE OF DENMARK**—Single lustrous rose pink, recurved sepals white. Medium sized flowers, blooms freely. One of the loveliest. **20c.**
- RUBEO**—Double corolla rose to crimson and geranium lake, sepals pale carmine. Strong grower, large flowers, good color and substance. **17½c.**

SAN LEANDRO—Double, magenta to vermillion, tube and sepals carmine. Upright grower; large flowers don't mind a little heat. 17½c.

SCHILLER—Good old hardy single purple-blue, pink sepals. Stands considerable sun, seems to grow and bloom anywhere.

SEA FOAM—Semi-double marbled purple and white, tinted rose. Tube and sepals white to pale rose. Small bush, medium-sized flowers—for shade. 17½c.

SEQUOIA—A sport of Honeymoon, identical in habit, but the corolla is a silvery orchid-lilac. Very free blooming—this is a good one. 20c.

SEVENTEEN—Double corolla and long, thick sepals rose madder. Wonderful substance, clear rose shade, free blooming. Victor Reiter's 1947 masterpiece—one of the finest fuchsias ever introduced. Be sure to stock Seventeen in 1950—it sells itself. 17½c.

SOUVENIR DE H. HENKEL—Short single orange-pink corolla, long tube and short sepals deep pink. Handsome reddish foliage, flowers in clusters, stands sun. 17½c.

STARGAZER—Single near-white to rosy purple, sepals flesh pink. Masses of more or less upright flowers. Stands hot weather better than most fuchsias.

SUNRAY—Leaves silvery white, green, cream and yellow, new leaves and stems of colorful rosy hue. Beautiful foliage effect. 20c.

SUNSET—Single flat corolla salmon shaded orange, sepals salmon. Strong bushy grower, distinct coloring.

SUPER BRITISH—Single crimson, tube and sepals waxy white. Willowy grower, free blooming, excellent color contrast. One of the finest. 17½c.

SUSAN—Double lilac blue, tube and sepals ivory and soft pink. Medium vigor, beautiful coloring. 17½c.

TANGERINE—1949 introduction. Single orange to rosy shading, long flesh-colored

tube; narrow sepals green, carmine flushed. Vigorous upright grower, large leaves, interesting medium-sized flowers. Can take considerable sun. 20c.

THE DOWAGER—1949 introduction. Large double blue purple, broad upturned sepals rose red. Medium high, branching growth, free blooming. Very large in a cool climate. 20c.

TITANIC—Double deep purple, carmine at base, sepals red. Upright, free blooming for such a large flower. Highly recommended.

TREASURE—Double, spreading corolla soft lilac blue, pink sepals. Upright bushy grower, free flowering. This is one of the very best—sells readily.

TRIUMPHANT—Semi-double spreading corolla amethyst violet, sepals red. Tall, strong grower. Showy variety.

UNCLE CHARLEY—1949 introduction. Semi-double lilac lavender, nicely reflexed sepals rose red. Strong grower, good foliage, abundance of medium-large flowers. Fine as standard or espalier, and is heat-tolerant. 20c.

UNCLE JULES—Double violet blue, sepals crimson. Willowy growth. Giant double of fine "blue" coloring.

VIOLET GEM—1949 introduction. Large spreading corolla deep violet purple, upturned sepals crimson. Free bloomer. 20c.

WHITEMOST—Single white, sepals light pink. Strong grower, very free blooming. Easy to grow—one of the finest fuchsias.

WHITE WONDER—Double corolla white, broad sepals crimson. Strong upright growth. A Gypsy Queen sport with very large flowers. Highly recommended.

WINSTON CHURCHILL—Double magenta pink, shaded blue, sepals red. Medium bushy; good sized flowers, very free flowering. One of the real top varieties—excellent for pots.

WOOD VIOLET—Double violet blue, sepals dark red. Medium bushy grower, medium sized flowers, free blooming.

OTHER GOOD FUCHSIAS AVAILABLE AT 15c EACH, EXCEPT WHERE OTHERWISE NOTED: Abundance, America; Aurora Superba 17½c, Ave Maria 17½c, Baby Doll (1949) 20c; Barrington, Beauty of Exeter, Cardinal, Claret Cup; Commander in Chief 17½c; Conchilla, Coralle, Dainty Lady; Debutante (1949) 20c; Dulcinea 17½c, Dutch Boy 17½c, Ecstasy 17½c; Electra, Elsa, Erecta, Esperanza; Fanfare 17½c, Festival 17½c; Forget-Me-Not, Formosissima, Gartenmeister Bonstedt; Gus Niederholzer (1949) 20c; Hallowe'en, Harlequin, Heavenly Blue; Irish Rose 20c; Lavender Beauty, Little Beauty; Lucienne Breval 17½c; Lustre Improved, Madame Aubin, *F. magellanica gracilis*; *F. magellanica gracilis variegata* 17½c; Maiden's Blush; Marionette 17½c, Mary (triphylla) 17½c; Mary C. Ware, Mazda, Mephisto, Minuet, Miss Prim, *F. Molinae* (*F. macrostemma alba*), Mona Lisa, Mrs. Lovell Swisher, Pink Pearl; Pink Quartet (1949) 20c; Portola, Prima Donna; Queenie 17½c; Richard Diener; Ric-Rac (1949) 20c; Sacramento; San Rafael 17½c; Santa Cruz; Sharon 17½c; Storm King; Summer Skies (1949) 20c; Sunburst, Surprise, Symphony; The Chief, Thomasina, Torpilleur; Traudchen Bonstedt 17½c; Trumpeter, Utopia; Valentine 17½c; Victory, White Beauty, White Pearl; Yuletide 17½c; and others.

HANGING POT or TRAILING FUCHSIAS



ONE WAY TO PLANT A FUCHSIA BASKET

The 12" white clay hanging-pot pictured here was planted the day before the photo was taken.

First, broken crocks were placed over the drainage hole at the bottom of the pot, followed by a $\frac{1}{2}$ "-1" layer of coarse sand, pea gravel, or peat. Then the soil mixture, composed of **one part** good top soil (or heavy loam), **barely one part** sharp sand and **one part** leafmold or peat. The prepared soil should be moist, not wet, and should be firmed down as the pot is filled. A heaping tablespoon of plant food such as Vigoro or Gaviota is spread over and mixed into the top two or three inches of soil in the pot.

Three strong trailing fuchsias from 2 $\frac{1}{2}$ " pots—pinched back some weeks before to make them branch out—are then placed and planted as pictured above. A thorough watering finishes the planting job. Hang in a cool, part-shaded place, keep moist and feed regularly (from a week to a month between applications, depending on the type fertilizer used). Don't place in deep shade. Fuchsias must have all the light they can get and a few sunny hours a day in order to bloom well. Protect them from wind and mid-day sun—they love early morning or late afternoon sun. Pinch back long-growing shoots once or twice more and keep plants free of bugs.

For photogenic reasons a white clay pot was used in this case, but of course other types of containers may be used. Best of all are wooden hanging boxes of various shapes and sizes.

Trailing Campanulas (see page 15) may be planted and cared for the same way. A smaller size basket, 6" or 8", would take only one or two plants.

Ivy Geraniums (see page 14) may be planted somewhat the same way, but need a heavier soil mixture, and not as much extra feeding. Ivy Geraniums in hanging baskets thrive in a warmer, sunnier location than the cool, more shaded spot fuchsias like.

HANGING POT or TRAILING FUCHSIAS

All strong 2 $\frac{1}{2}$ " pot plants, 15c each except where otherwise noted.

ATHENA—Single rose cerise, long pink-flushed waxy tube and long white, green-tipped, sepals. Medium large flower, heat-tolerant. New. 20c.

AUTUMNALE—Highly colored foliage of bronze, orange, yellow and green. Grow in sunnier location, pinch back frequently. 17 $\frac{1}{2}$ c.

BEAUTY OF TROWBRIDGE—Single deep rose pink, sepals and long tube waxy white. Great favorite.

BLUE BONNET, described on page 3.

BLUE PENDANT—1949 introduction. Double pale powder blue, broad sepals rose pink. Moderate, branching growth, free bloomer. Beautiful soft colored flowers that can take our warm climate in Palo Alto. 20c.

BOUFFANT—1949 introduction. Long single white corolla, lightly veined pink at base; medium tube and large, spreading sepals pink to rose red, depending on exposure. Vigorous, willowy grower, free blooming, large flowers. Very popular in its first year. 20c.

BUBBLE HANGER—Single corolla flesh to rose madder, broad sepals light apricot pink. Good grower, fine foliage. Does well in warmer sections. 17½c.

BUTTERFLY—Large single flaring corolla rose to crimson, recurved sepals light red. Outstanding among the reds. 17½c.

CASCADE—Single deep carmine, long sepals white, flushed pale carmine. Strong grower, good foliage, large flowers. Universally popular.

COLUMBIA, described on page 5.

FALLING STARS—Single, deep orange carmine, tube and sepals salmon. Strong grower, better than "Morning Mist."

GALLI-CURCI—Single violet pink, sepals shell to rose pink. Vigorous, spreading habit, profuse and long bloomer. Heat resistant.

GIANT CASCADE—Between Cascade and Hallowe'en in size and color. Very fine large flowered trailer. Recommended.

GLORIOUS—Single rose bengal, long waxy white tube and long pale neyron rose sepals. Good sized flowers, free blooming. 17½c.

INCA MAIDEN—Single violet blue, long narrow reflexed sepals rose pink. A hardy, strong grower, noted for perpetual bloom. Heat resistant—none easier.

MANTILLA—Single corolla, very long tube, and sepals, all deep red. Fine trailer, with bronzy foliage. Specially recommended as it stands more heat than most trailing fuchsias. 17½c.

MARINKA—Single crimson, red sepals. Reddish stems and leaves. Hardy and easy to grow and very popular.

MERLE HODGES, described on page 4.

MISS CALIFORNIA, described on page 4.

MOLESWORTH—Double white, sepals scarlet. Large flower—a fine double red-and-white for hanging pots.

MRS. GEORGE MARTYN—Golden-variegated leaves, a sport of the beautiful Prince of Orange. 17½c.

MRS. RUNDLE—Single light orange, long tube and sepals pale salmon. Strong growth, fine foliage. Beautifully shaped flower.

MRS. VICTOR REITER—Single crimson, long tube and narrow sepals white. Tops in color contrast and grace of flower.

MURIEL—Long single rosy lilac corolla, red sepals. Vigorous, blooms freely.

PASTEL—Single orchid, sepals light pink. Masses of pastel flowers. Sells readily.

PINK BALLET GIRL (Nonpareil)—Semi-double rosy violet-blue, sepals white, flushed pink. Fine grower, good foliage, floriferous. Easy to grow.

PUGET SOUND—1949 introduction. Double spreading white corolla, pink on outside petals. Broad upturned sepals rosy red. Moderate bushy grower, good foliage. For the cool Coastal climate where it is one of the largest. 20c.

RED SPIDER—Color much like Butterfly, but slight violet undertone. Good trailing habit, stands warmer climate. Sheets of flowers with long spreading sepals. Absolutely tops. 17½c.

SAN FRANCISCO—Single geranium lake, thick tube and long sepals pale carmine. Strong grower. A very fine orange variety.

SAN MATEO—Double, deepest violet, splashed fuchsia pink. Sepals rosy red. Very large informal corolla. 17½c.

SAN PABLO—1949 introduction. A sport of San Mateo, identical in growth and size of flowers except for its more trailing habit and the orchid color of the corolla, with rose pink sepals. We already know there won't be enough to go around. 20c.

SWINGTIME, described on page 4.

TERRACOTTA—Single, distinctive deep red; red sepals are terracotta red inside. Vigorous, fine foliage, floriferous. 17½c.

THE DOCTOR—Single deep salmon pink, long tube and sepals light salmon. Strong grower, large flowers, free blooming.

TRAILING AUTUMN—1949 introduction. Single corolla deepens to cerise red at the orange-flushed petal edges. Inside of upturned sepals is light salmon, tipped pale green. Strong grower, plenty of flowers, quite heat tolerant. 20c.

OTHER FUCHSIAS USEFUL FOR HANGING POTS

Described or listed and priced on preceding pages, the following varieties have been grown successfully in hanging pots:

Abundance, America, Anna, Aurora Superba, Beauty of Exeter, Clair de Lune, Claret Cup, Ecstasy, Elsa, Flirtation, Formosissima, Gay Seniorita, Hallowe'en, Jack Shahan, Joan of Arc, Lavender Beauty, Moth Blue (1949), Pan America, Prima Donna, Seventeen, Souv. de H. Henkel, Super British, Trumpeter, Uncle Charley, Uncle Jules, Utopia, Valentine, Victory and Whitest.

LADY WASHINGTON GERANIUMS

Also known as Show, Fancy or Martha Washington Geraniums, and often as just plain Pelargoniums. Botanically *Pelargonium domesticum* varieties.

→ **SPECIAL NOTICE:** Last season we were fully booked up on pelargoniums in December—**before** the freeze—and subsequently had to return many orders running into thousands of plants. For the 1949-1950 season there will be even fewer plants available at wholesale as several growers have cut their production of pelargonium liners, in favor of quicker-money crops of small pot plants. Our production, too, is limited and therefore it is important to **order as soon as possible after you receive this catalogue**. This is not high-pressure business, but a statement of fact—each year the late orders are out of luck.

1950 INTRODUCTION

GRAND SLAM (Schmidt)—Rosy red, slight salmon undertone, base of lower petals with light marking and two or three purple lines. Top petals veined deep violet red from base to medium-sized velvety red-brown spot in center, flushed salmon to petal edges. Moderate growth, medium sized leaves. Color varies through the season, but Grand Slam always has handsome umbels of large flowers with heavily waved petals. A grand bedding and pot plant variety.

WHOLESALE PRICES FOR GRAND SLAM, Strong 2½" pot plants

5 plants of one variety.....each \$.80	25 or more of one variety.....\$.50
10 plants of one variety.....each .65	100 or more of one variety......45

MINIMUM RETAIL PRICES for Grand Slam for the entire year 1950: 2½" pots, **\$1.00** each; plants in 4" pots, **\$1.50** each.

1949 INTRODUCTION

AND OTHER OUTSTANDING PELARGONIUMS

BETTINA (Schmidt)—Soft pastel pink, deep red veining at base half of lower petals. Top petals slightly deeper colored, prominently veined from base to medium-sized deep velvety red center blotch. Large umbels, large flowers, broad petals, good keeping quality. Features **early and long-blooming** season.

CONSPICUOUS—Shining oxblood or wine red, elongated black spot in lower petals, more veining and blotch in top petals; waved petals edged with a black hair-line. Very large flowers, floriferous. Well named, as CONSPICUOUS is one of the showiest and most distinct varieties to be

introduced in years. We highly recommend this outstanding new variety.

SERENE—Color varies, typical flower is pink, with a light mauve undertone, white throat and narrow white edging. Bushy, compact grower, with medium large flowers having waved petals. Flowers face upwards, free blooming. A grand pot plant variety.

ZULU KING—Rosy red, lilac undertone toward petal edges, heavily veined from base to velvety brown-black spot in center, flushed salmon. Top petals very dark. Bushy grower, very large flowers, free blooming. One of the choice richly colored pelargoniums.

WHOLESALE PRICE of BETTINA, CONSPICUOUS, SERENE and ZULU KING Strong 2½" pot plants.

5 plants of one variety.....each \$.60	25 or more of one variety.....each \$.35
10 plants of one variety.....each .45	100 or more of one variety.....each .30

RETAIL PRICE of above named varieties for 1950, in 4" pots, minimum **\$1.00** each.

GENERAL COLLECTION

This group includes the standard low-priced Best Seller varieties. If you have never grown Pelargoniums, or if you had poor sales with the varieties you did have, be sure to try a few of the ones listed below. Year in and year out, they are the good old reliables.

Strong stock from **2½" pots, \$20.00 per 100**, except where otherwise noted. Pot them into 4" pots on arrival and you will have little trouble selling them at retail for a minimum of 75c when in bud or bloom. Many sell for \$1.00 or more, if well grown. You may order as few or as many varieties as you need, each variety in lots of **five or more plants**.

Because of advance orders we are forced to leave out a number of varieties we have usually listed here. However, some of them are available in limited quantity and we suggest you list what you want, in varieties other than those named below, and we will let you know what we can supply and the prices.

ALICE EASTWOOD—1948 introduction. Beautiful soft rosy pink, top petals slightly deeper colored and veined from base to the medium-sized deep velvety red spot in center. All petals waved. Medium, bushy growth, good foliage, free blooming. Large umbels of large flowers. **25c.**

BABY BREEN—Pale lilac and deep velvety violet purple. One of the Pansy Pelargoniums, larger flowers than Mrs. Layal or Little Rascal, free-blooming pot plant.

BALLERINA—Pastel or shell pink, apricot undertone especially under glass, top petals veined from base to center spot of crimson. Strong, spreading grower, large umbels of large ruffled flowers, very free flowering. Tops in ruffled soft pinks—a real best seller. **25c.**

BURLESQUE—Rose pink, large white throat and white edge. Vigorous grower, large flowers, waved and curled petals.

CHINA ROSE—Deep "smoky" cerise rose-red, near-white at throat, deep red veining and small spot in lower petals. Top petals heavily veined from base to large velvety brown-black blotch. Large flower, distinctive coloring. **25c.**

CITY OF OAKLAND—Large glistening white, top petals with medium rose-violet blotch. Strong grower, large umbels. Fine broad-petaled white.

CONGO—All petals veined black, maroon black center, and rose-violet flush toward lilac border. Early and long blooming. **25c.**

DARK SPRINGTIME—Rose red, softening to orchid toward large white center, petals bordered white. Nicely ruffled flowers, free flowering.

DELIGHT—White to pale blush, large maroon-black blotch in each petal, blotch surrounded by rose red. Free flowering, long blooming season, large flowers.

DUCHESS OF KENT—Lower petals pure white, waved; top petals white and with small feathered mark of pale mallow, ruf-

fled edges. Vigorous, rather tall, very large flowers. One of the finest whites.

EMPRESS OF RUSSIA—Rose maroon, each petal with very dark center and narrow white margin. Color varies considerably. Tall grower, and although an old variety it is so different that each year the demand far exceeds the supply.

FAISS TRIUMPH—Well known large-umbel rosy pink, ruffled.

GARDENER'S JOY—White, flushed palest blush, top petals with dark red-brown blotch surrounded by rose. Upright, bushy grower, with large umbels of very large flowers. Tops.

GAY NINETIES—Glistening white, small elongated rosy spot in lower petals, top petals heavily veined at base and radiating from large center blotch, of glowing raspberry rose. Large round flower, all petals waved. Large umbels, free flowering. A grand pot plant variety. **25c.**

GRAF ZEPPELIN—Pleasing salmon pink, lower petals slightly marked, top ones heavily veined from base to medium velvety dark-brown blotch, flushed orange salmon. Strong grower, large umbels of very large flowers.

HARRIETTE—Crimson, prominently veined maroon black, all petals overlaid deep velvet at center, edged with a narrow rose-lilac border. Low, bushy grower, medium sized flowers, early blooming. An outstanding pot plant pelargonium.

IRENE RITCHIE—Light pink, flushed salmon; top petals veined deep red, blackish blotch, heavily flushed orange-salmon. Large, loose flowers, beautiful under glass or in part shade.

JARRETT'S MOONBEAM—White, small violet pin stripes in lower petals, two top petals feathered from base to the medium-sized velvety black blotch, washed crimson. Strong grower, large flowers in big umbels.

JUNGLE NIGHT—Reddish buds darken to black, and open to large flowers of deepest maroon, overlaid velvety black, with a medium large velvety black petal center. Petals waved and curled. Upright grower, large light green leaves, long blooming season. The largest flower of the new "black" varieties. **25c.**

MARDI GRAS—White, lower petals feathered violet rose, top petals marked and blotched violet rose. Bushy grower, blooms freely with large flowers. Popular variety.

MARIE ROBER—Color varies, usually purple to black. Strong upright growth, good foliage, large flowers. Top seller.

MARIE VOGEL—Red, faintly flushed salmon, dark blotches on top petals. Very large flowers with waved petals, recommended as the finest red for pots or bedding.

MARY B. QUINLAN—Darker than Red Velvet or Jungle Night, with waved petals but smaller flowers than those two. Medium bushy growth, very free flowering. Very "black"—a novelty pot plant. **25c.**

MARY MONICA—Pink, slight salmon undertone, white throat; top petals veined to medium blotch of deep velvety brown. Good grower, large umbels of slightly ruffled flowers.

MRS. LAYAL (syn. Improved Mme. Layal)—This is the famous Pansy Pelargonium. Compact bushy growth, small leaves and medium small flowers. Blooms early, and in great profusion for a long season. A leader for pot culture.

NELL BERTRAM—Large brownish-black center blotch surrounded by raspberry, lilac-pink toward near-white edge and base half of petals, heavily veined black at petal base. Medium large flowers of distinctive coloring.

OUR FRANCES—Soft silvery rose pink, top petals with medium-sized deep velvety crimson blotch, all petals nicely waved. Medium low, bushy grower, blooms early. A top seller.

PINK CHARM—Lower petals soft pink; top petals veined from base to the medium-sized velvety dark brown blotch, rest of top petals overlaid and flushed orange-salmon. Medium bushy grower, flowers are ruffled. Very fine.

PRAIRIE FIRE—Soft pink, lower petals conspicuously veined deep brown and flushed salmon-orange; top petals heavily veined, overlaid with velvety brown-black in center, flushed and surrounded orange-salmon to the pink border. Remarkable for its

"flame-like" coloring, long blooming season. **25c.**

RAY KELLOGG—Pale pink, flushed strawberry, small maroon spot in lower petals; top petals heavily veined from base to the velvety black blotch, overlaid strawberry. Large umbels of handsome, large flowers with a narrow, near-white ruffled border. This is one of the finest of all pelargoniums—we recommend it highly. **25c.**

RED VELVET—Deep wine red, overlaid velvety black, veined black from base to the large velvety-black blotch in petal center. All petals waved, redder than Mary B. Quinlan and Jungle Night. Good grower, free blooming. Large flowers. **25c.**

SANTA CRUZ—Light pink sport of Ruth McAfee, with somewhat trailing branches. We have grown **beautiful hanging baskets** of this variety.

SPRING SONG—Lower petals light pink, veined crimson; top petals pink, veined deep crimson to the velvety red blotch. Medium bushy grower, producing quantities of large umbels of large waved flowers. Fine pot and bedding variety. **25c.**

SUNSET MAGAZINE—Even larger than Sue Jarrett, with lighter lower petals and not as dark in top petals.

SUSIE KELLOGG—Salmon pink, top petals deeper colored and veined to the velvety brown spot, flushed salmon orange. Crisp medium-large flowers, waved petals, free blooming. **25c.**

TROUBADOUR—Lower petals pale lilac, veined and washed light rosy-violet; top petals practically solid deep velvety maroon-black, with narrow rose-violet and lilac border. Strong grower, large flowers, rich coloring. **25c.**

TUNISIA—Similar to Jessie Jarrett in coloring. One of the good dark ones.

VALENTINE GIRL—Softest apricot or shell pink; top petals veined deepest crimson to small red, salmon-flushed spot in center. Very large flowers—one of the choicest. **25c.**

WALTZTIME—Beautifully ruffled cattleya-orchid, two top petals veined deep violet to the small blotch of velvety violet in petal center. Strong upright grower, very free flowering, long blooming season. Large ruffled flowers held well above the foliage. Be sure to try it. **25c.**

WOLFGANG GOETHE—Deep red with a large, well-defined violet-black blotch in each petal. Tall, large flowers. A fine deep red.

OTHER 20c VARIETIES—In addition to those listed above under the heading General Collection, at **\$20.00 per 100** except where otherwise noted, we have named varieties in quantity too small to catalogue. However, mail us your want list and we should be pleased to let you know which ones we can supply.

GARDEN GERANIUMS

Zonal or Common Geranium, botanically *Pelargonium hortorum* varieties

From our large collection we have selected the following varieties as good all-around garden and pot plant geraniums.

All strong plants in 2½" pots, **\$17.50 per 100**. You may order as few as five of a variety, any or all varieties.

ALICE OF VINCENNES—Single; varies, usually large white center shading through soft carmine rose to red at the edges.

ALPHONSE RICARD—Semi-double, light scarlet. Vigorous grower, very large flowers in large umbels.

BETTER TIMES—Double, bright deep red, Compact grower, free flowering. Fine pot plant, much used for bedding.

CALIFORNIA BEAUTY—Double, rose pink with white center. Floriferous—good pot and bedding variety.

CALIFORNIA GIANT—Semi-double, rose pink with white center. Vigorous grower, large umbels, large flowers.

FIAT—Double, salmon pink. Low growth, leading pot plant variety. Tops.

IMPROVED MRS. LAWRENCE—Semi-double, light salmon pink. Medium growth, very free flowering. Good pot and bedding variety.

IRVINGTON BEAUTY—Semi-double, rose pink and salmon. Medium grower, free flowering.

MADAME BUCHNER (sold under various names)—The best known double white.

MADAME JAULIN (syn. Apple Blossom)—Semi-double, white, flushed apricot pink.

Large flowers, very large umbels, free blooming. Vigorous bushy growth.

MARGUERITE DE LAYRE (also sold under other names)—The best known single white.

MAXIME KOVALEVSKY—Single, remarkable shade of orange. Well known bedding and pot plant variety.

MISSOURI—Double, bright scarlet. Strong grower, popular garden variety.

MRS. E. G. HILL—Single, salmon pink, darker near petal edges. Fine large umbels. Good bedding variety.

NUIT POITEVINE—Single, purplish crimson, scarlet flush in top petals. Distinct dark coloring.

PRIDE OF CAMDEN—Double, velvety deep red. Showy, free blooming. Finest double red for garden and pots.

RADIO RED—Double, bright red. Free flowering, most brilliant of the reds.

RUBY—Double, deep ruby red. Very large umbels.

SALMON SUPREME—Semi-double, apricot salmon. Stocky growth, very large flowers, free blooming. Good pot and bedding variety.

FANCY-LEAVED GERANIUMS

Although we grow practically all varieties in commerce today, we can offer only the following two at wholesale at this time. Other varieties available through the season, so please mail your want list and we will gladly quote prices and delivery dates.

HAPPY THOUGHT—Light green, with large irregular light yellow center, surrounded by a deep olive zone. **25c each**, 2½" pots.

MISS BURDETT COUTTS—A great novelty pot plant with its two-toned green center encircled by a colorful irregular band of ripe olive, red and green in sectional

splashes, all of this surrounded by a creamy yellow or white-gold border. The finest Silver Tricolor and one of the most outstanding of all Fancy-Leaved Geraniums. Strong 2½" pot plants.

5 plants **each 80c** 10 or more **each 65c**
25 or more **each 50c**

SCENTED-LEAVED GERANIUMS

We grow well over fifty species and varieties, but feel that unless you are a specialist, you need stock only the most distinctive ones, such as the Lemon, Variegated Prince Rupert, Fair Ellen, Nutmeg, Lime, Prince of Orange, Pungent Peppermint, Rose, Strawberry and Peppermint Geraniums. 2½" pots, **25c each**. Other varieties and prices on request.

UNUSUAL GERANIUM

the new pure white NOEL

Introduced by us two years ago, Noel is a fast selling novelty pot-plant—even small plants in pots will bloom. Grow it much as you would ordinary geraniums. Strong 2½" pot plants; new low prices:

5 plants.....	each 50c
10 plants.....	each 35c
25 or more.....	each 25c

CACTUS-FLOWERED NOEL



IVY-LEAF GERANIUMS

Also known as Ivy Geraniums and Trailing Geraniums, botanically as *Pelargonium peltatum* varieties.

Where a bank, wall, fence, window box or hanging basket (see page 8 on how to plant one) is exposed to more sun than fuchsias will stand, that's the location for Ivy Geraniums. They love a warm, sunny spot. The strong pink, scarlet, cerise, violet-purple and red varieties are particularly good for sunny exposures. However, many varieties, especially the soft-colored ones such as Bridesmaid, Cliff House, Comtesse de Grey, Princess Victoria, etc., have larger flowers and are more pleasingly colored in part shade.

Here are listed the finest varieties in the trade today, selected from our noted collection.

All grown in 2½" pots, at 17½c each, unless otherwise noted.

ALLIANCE (syn. Victory)—Double, lilac white, spots of deep rose. This is a *P. hortorum* x *P. peltatum* hybrid.

BRIDESMAID—Double, soft orchid or cattleya pink, very large flowers. 25c.

BUTTERFLIES—1948 introduction. Single, deep orchid, top petals veined and marked red. 25c.

CARLOS UHDEN—Double rose-red, light center.

CAYUCAS—Double, rosy pink, fuchsia undertone.

CHARLES MONSELET—Double, cerise rose-red.

CHARLES TURNER—Double, strong rose pink.

CLIFF HOUSE—Double, white flushed orchid, deeper color in sun.

COL. BADEN POWELL—Semi-double white, flushed lilac, top petals marked cerise.

COMTESSE DE GREY—Semi-double, soft satiny pink, top petals slightly marked. Medium flowers, free bloomer. This is a top seller.

DIENER'S LAVENDER (syn. Giant Lavender, Lavender Giant)—Double, lilac lavender.

DOUBLE LILAC WHITE—Double white, lilac flushed around center.

EL GAUCHO (Schmidt 1949)—Double, bright rose cerise, light violet undertone. Top petals marked crimson at base of petals. Large, fully double flower, free blooming. Very showy. 35c.

How would You like to be in this man's shoes ? ? ?

Picture yourself in your little nursery, working like a dog, day in and day out, Sundays and holidays, making cuttings and raising plants to sell, in order to get money with which to buy groceries. You consume the groceries to gain strength to go on, after business hours, with your special hobby, for you are a Fuchsia Breeder.

You can't go to the concert, the theater, or even the night baseball game, for you have to stay home to make crosses. Yes, thousands of crosses. You even make them by flashlight, and in the early morning hours you curse the sun for not making it light earlier. Then, several months later, after having fought a running battle with every bug that crawls and flies—some do neither, but they get your berries anyway—you harvest and sow the sweat-stained seeds.

Let's forget about what happens next. It is like an expectant father waiting for the happy word, waiting not six or seven hours, but eight or more months. It drives you crazy, this waiting, but at last the first seedling blooms and then all of the hundreds, or thousands, of your plants are in flower. King Solomon was a piker compared to you, when it comes to making decisions. However, you finally do select three or four to be named and introduced to your waiting public the following year.

That's two years. Usually it is three years or more, as you want to test them for being color fast, or something. Be that as it may, the time actually arrives early one year when you are shipping out the first wholesale orders. Word gets around, the ads are doing their good work, and around about end of May or so you are beginning to notice the red ink running out when, BINGO! you see an ad in the Trade Magazine offering your new introductions at wholesale, and at a cut rate. Yes, Joe Doakes had his order in with you the first thing, or maybe he got the stock through a friend who ordered from you.

Anyway, he is skimming the cream you should be enjoying, to break even for the years of labor and expense involved in bringing out one new fuchsia. Remember, YOU are the Fuchsia Breeder.

Don't you think you should have fair protection from that sort of goings on? Yes, WE think so too.

Now turn this sheet over and ask yourself—you are the Fuchsia Breeder—if the Propagating Agreement is asking a bit more than what is only fair.

*It Only Takes a Few Minutes--Please Read
the Other Side of This Sheet First*



AGREEMENT with the Schmidt Nursery
Covering the New 1950 Fuchsia Introductions

This agreement covers only the following 1950 Fuchsia Introductions:
Blue Bonnet (Hodges), *Don Peralta* (Tiret), *Maxine Elizabeth* (Tiret), *Merle Hodges* (Hodges), *Miss California* (Hodges), and *Swingtime* (Tiret). The varieties *Du Barry* and *La Bianca* are automatically protected by the patent applied for. Excepting these eight varieties and *Flying Cloud* (Patent pending), there are no propagating restrictions on any of the other varieties listed in our 1949-1950 Wholesale Catalogue.

The undersigned purchaser hereby agrees NOT TO PROPAGATE FOR ANY PURPOSE, wholesale or retail, or sell without the individually furnished copyrighted label bearing the variety name, any or all plants of above named 1950 Fuchsia Introductions BEFORE JANUARY 1, 1951.

The undersigned purchaser further agrees, that in case he should give away, exchange, or sell for any price, any or all plants of the varieties covered by this agreement and purchased from the Schmidt Nursery, 308 Chestnut Avenue, Palo Alto, to any other professional grower or nursery, *he will inform the other professional grower or nursery of the above described Propagating Restrictions* covering the 1950 Fuchsia Introductions in question.

Date

Name of nursery — please print

Signed by

Street or R.F.D.

City

Zone

State

DATE _____ AMOUNT ENCLOSED \$ _____

STREET OR R.F.D. _____

CITY _____ ZONE _____ STATE _____

COUNTY _____

SHIPPING ADDRESS, IF DIFFERENT
FROM MAILING ADDRESS:[illegible]

[illegible]

EMILY SYLVIA—Single to semi-double, brilliant deep rosy red. **25c.**

GALILEE—Double, soft medium pink. Most widely grown pink. Very good.

INTENSITY (syn. Etincelant, Red Majesty)—Semi-double, brilliant deep orange scarlet. Large flower, free blooming. The outstanding bright red ivy geranium.

JEANNE d'ARC—Single, faintest lilac. Long, bushy growth, dark foliage. Fine ground cover.

JESTER—Double, orchid pink with small rosy stripes at edges. Color varies. Large flower, free blooming. **25c.**

JOSEPH WARREN—Double, rich rosy violet-purple. Large flower—the richest, deepest colored ivy geranium. A best seller.

LAVENDER GEM (Double Lavender)—Double form of Jeanne d'Arc, above.

LEOPARD—Semi-double, orchid pink, top petals veined and spotted cerise red. Large flower, very free flowering. Popular variety.

LUCKY STRIKE—Double, deep rosy pink, floriferous.

MADAME MARGOT—Single white and faintest lilac. Leaves are light green, with an irregular creamy border which turns rose-mallow under adverse (dry) conditions. Handsome in hanging pots. **25c.**

MODESTO—Double, deep cerise rose.

MRS. BANKS—Semi-double bluish white, top petals marked light violet. Free and continuous bloomer. Finest white garden display variety.

MRS. H. J. JONES—Double, deep rose pink, petal edges serrated "carnation-like." **25c.**

NEON—Double, large glowing rosy cerise with violet undertone.

NEW PURPLE—A little larger, looser flower, and more bluish cerise than Joseph Warren. **25c.**

OLD MEXICO—1948 introduction. Semi-double, rose cerise, slight violet undertone. Large umbels, medium-large flowers, very free flowering. One of the top new varieties. **25c.**

PINK ALLIANCE—Double, beautiful deep pink. Large umbels of large flowers. A *P. hortorum* x *P. peltatum* hybrid. **25c.**

ROSE ENCHANTRESS—Sport of Princess Victoria, of a lively shade of orchid pink with rose pink stripes. **25c.**

SALMON—Semi-double, rose pink shade of salmon.

SALMON ENCHANTRESS—Not salmon, but soft pink sport of Princess Victoria, with stripes of rose. **25c.**

SILESIA—Single, rose cerise, violet undertone. Top petals veined to dark spot in center.

SNOWDRIFT—Double white, faintly flushed blush at base of petals. Near-white in shadier location.

SUNSET—Single pink, small flower. Variegated leaves of light green, yellowish and silvery green.

THE BLUSH—Double, silvery pink. Very fine.

THE DUCHESS—Semi-double white, faint orchid flush, pink lines near petal edges. Large flower, free blooming.

VALENCIA (Schmidt 1949)—Semi-double deep silvery pink. Top petals with elongated white bar, crimson stripes and round spot in lower half. Large flowers, very free flowering. **35c.**

WILLY (syn. Berkeley Red, Dark Red, Incomparable)—Double deep red. Large flower. One of the best deep reds. Very popular.

TRAILING CAMPANULA

Campanula isophylla has long been regarded as one of the choice basket plants. It is a perennial, prefers part shade, and is used for low walls, window boxes, and hanging pots or baskets—in part shade. Strong 2½" pot plants **20c each.**

Campanula isophylla has pale blue flowers, greenish leaves.

Campanula isophylla alba, pure white flowers, green leaves. Most popular.

Campanula isophylla Mayi has pale blue flowers and larger white-hairy "silvery" leaves.

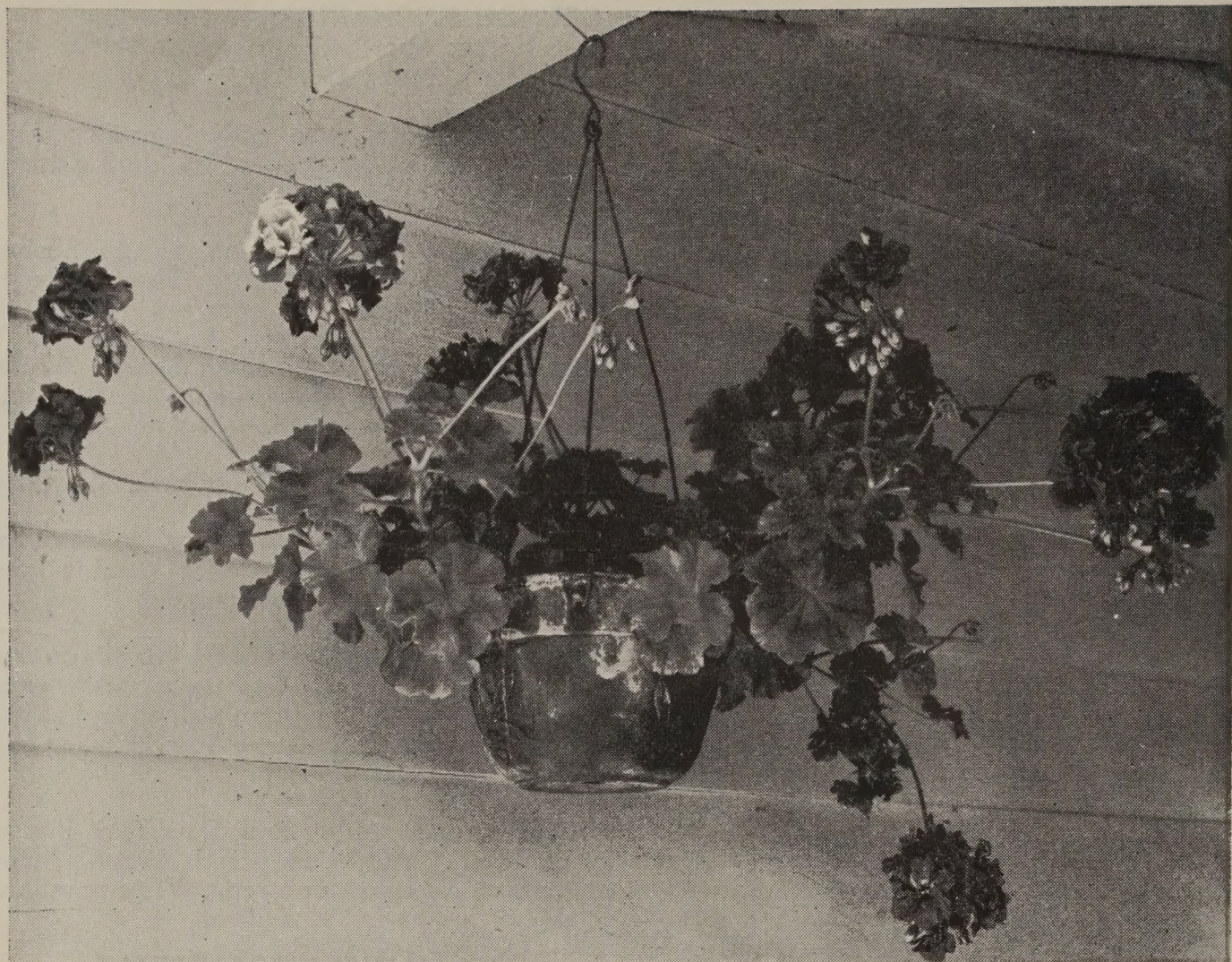
SWEET HELIOTROPE

We offer the large, dark, and fragrant "Black Beauty." Grow it along fast with plenty of water and applications of fertilizer, in a warm, sunny place. It is too slow and weak in a shaded location. Flower fragrance varies with the weather. Good retail seller, in 4" pots or larger specimen sizes. Strong 2½" pot plants **17½c.**

MARGUERITES or BOSTON DAISIES

Ever popular for pots and garden display. Will bloom freely even in 2½" pots. White and yellow.

Strong 2½" pot plants at **\$12.50 per 100**—not less than 25 of a variety shipped.



IVY GERANIUMS FOR THE SUNNY SPOT

Pictured here is a young plant, six months old, to illustrate the value of Ivy Geraniums as hanging pot plants for the sunny or part shaded location.

On pages 14 and 15 are described forty of the finest varieties available in the trade. A dozen of the most popular and distinctive ones are Bridesmaid, Cayucas, Charles Monselet, Comtesse de Grey, Galilee, Intensity, Jester, Joseph Warren, Leopard, Mrs. Banks, Old Mexico and Willy. Try a few of each.

SCHMIDT NURSERY

308 Chestnut Avenue

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Palo Alto, California

Palo Alto Phone Davenport 2-4501

Wm. E. Schmidt, originator and grower, member of the American Fuchsia Society, California Horticultural Society, California Association of Nurserymen, American Association of Nurserymen and the American Horticultural Council, Inc.

We are a Pinto Tag Nursery